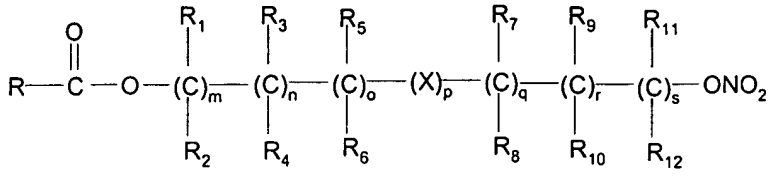
CLAIMS

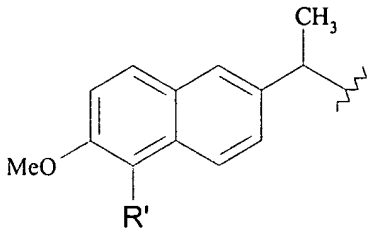
1. A process for preparing a compound of general formula (A)



(A)

wherein:

R is



in which R' is a hydrogen atom or Br

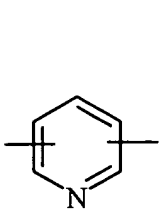
R_1-R_{12} are the same or different and independently are hydrogen, straight or branched C_1-C_6 alkyl, optionally substituted with aryl;

m, n, o, q, r and s are each independently an integer from 0 to 6, and p is 0 or 1, and

X is O, S, SO, SO_2, NR_{13} or PR_{13}, in which R_{13} is hydrogen, C_1-C_6 alkyl, or X is selected from the group consisting of:

- cycloalkylene with 5 to 7 carbon atoms into cycloalkylene ring, the ring being eventually substituted with side chains T, wherein T is straight or branched alkyl with from 1 to 10 carbon atoms;
- arylene, optionally substituted with one or more halogen atoms, straight or branched alkyl groups containing from 1 to 4 carbon atoms, or a straight or branched C_1-C_3 perfluoroalkyl;

- a 5 or 6 member saturated, unsaturated, or aromatic heterocyclic ring selected from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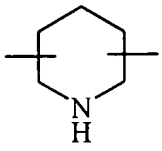
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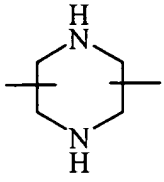
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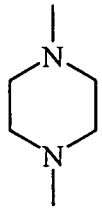
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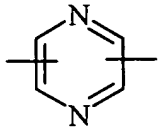
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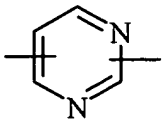
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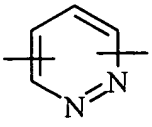
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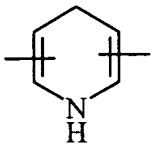
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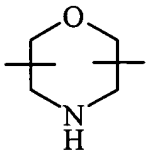
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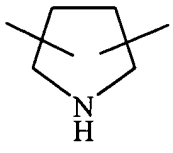
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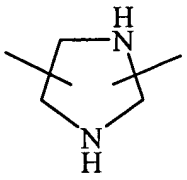
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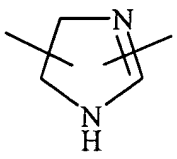
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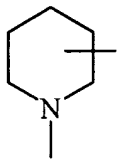

(X13)

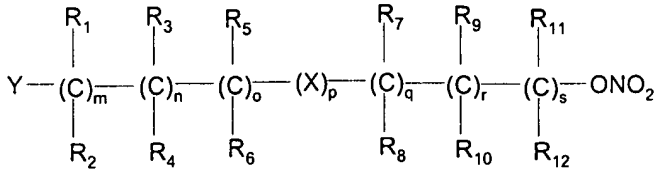
said process comprising:

i) reacting a compound of formula (B)

R-COOZ (B)

wherein R is as above defined and Z is hydrogen or a cation selected from Li+, Na+, Ca++, Mg++, tetralkylammonium, tetralkylphosphonium,

with a compound of formula (C)


(C)

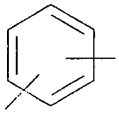
wherein R_1-R_{12} and m,n,o,p,q,r,s are as defined above and Y is selected from

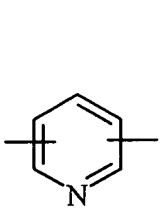
- a halogen atom

- $-BF_4$, $-SbF_6$, FSO_3-, R_ASO_3-, in which R_A is a straight or branched C_1-C_6 alkyl, optionally substituted with one or more halogen atoms, or a C1-C6 alkylaryl;
- R_BCOO^-, wherein R_B is straight or branched C_1-C_6 alkyl, aryl, optionally substituted with one or more halogen atoms or NO_2 groups, C_4-C_{10} heteroaryl and containing one or more heteroatoms, which are the same or different, selected from nitrogen, oxygen sulfur or phosphorus;
- aryloxy optionally substituted with one or more halogen atoms or NO_2 groups, or heteroaryloxy and

ii) optionally converting a compound of formula (A) wherein R′ is Br in a compound of formula (A) wherein R′ is hydrogen.

2. A process for preparing a compound of formula A according to claim 1 wherein:
the substituents R_1-R_{12} are the same or different and independently are hydrogen or straight or branched C_1-C_3 alkyl,
m, n, o, p, q, r and s are as defined above,
X is O, S or

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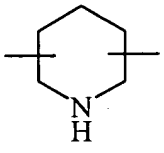
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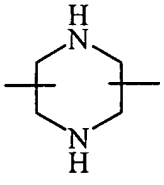
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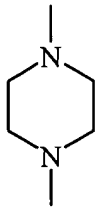
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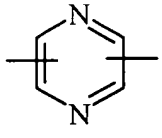
(X5)

3. A process for preparing a compound of formula A according to claim 1 or 2 wherein R_1-R_4 and R_7-R_{10} are

hydrogens, m, n, q, r, are 1, o and s are 0, p is 0 or 1, and X is O or S.

4. A process for preparing a compound of formula A according to anyone of the preceding claims wherein Y is selected from the group consisting of Br, Cl, I, $-BF_4$, $-SbF_6$, FSO_3-, ClO_4-, CF_3SO_3-, $C_2F_5SO_3-$, $C_3F_7SO_3-$, $C_4F_9SO_3-$, $p-CH_3C_6H_4SO_3-$.

5. A process for preparing a compound of formula A according to anyone of the preceding claims wherein the reaction is performed in an organic solvent selected from acetone, tetrahydrofurane, dimethylformamide, N-methylpyrrolidone, sulfolane and acetonitrile.

6. A process for preparing a compound of formula A according to anyone of the claims 1-4 wherein the reaction is performed in a biphasic system comprising an aprotic dipolar solvent selected from toluene, chlorobenzene, nitrobenzene, tert-butylmethylether and a water solution wherein the organic solution contains (C) and the water solution contain an alkaline metal salt of (B), in presence of a phase transfer catalyst.

7. A process for preparing a compound of formula A according anyone of the preceding claims wherein the reaction is performed at a temperature ranging from 0°C to 100°C.

8. A process for preparing a compound of formula A according to anyone of the preceding claims wherein the compounds of formula B and C are reacted at a (B)/(C) molar ratio of 2-0.5.

9. 2-(S)-(5-bromo-6-methoxy-2-naphthyl)propanoic acid,4-(nitrooxy)butyl ester.